

Strong Partner in Europe

»Keeping you in touch...« – sums up the philosophy of German-based medienfabrik, our strategic partner in Europe. After three years of successful joint programming on behalf of an adhoc group of clients, our two companies formed a strategic venture in late 2003 to seek out new customers that require a uniformly high level of service on both sides of the Atlantic.

While PR Toolbox is a small, focussed

specialist in transatlantic accounts, medienfabrik is a full-service German agency with more than 130 employees – including over 40 journalists and almost as many designers – and leading-edge technology. Owned by Bertelsmann AG, medienfabrik operates in much of Western Europe through offices in Germany (Gütersloh/Westphalia, Berlin and Bonn) and Brussels.

medienfabrik has the capabilities of a large agency, but retains the flexibility and personal touch of a smaller outfit, including a flat management structure that keeps the agency's principals in

close touch with clients. While medienfabrik's core business is communication advertising, it has also made itself involved in publishing in Germany with 34 million titles and a wide range of customers, from small businesses to Deutsche

